



Carlsbad AYSO | Region 1656

2018 Sponsorship Guide



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1.0 Sponsorship Program

We thank you for expressing interest in Carlsbad AYSO Region 1656's Sponsorship Program. The sponsorship program is used to provide scholarships to players who otherwise would not be able to play. The funds are also used to help with capital expenditures. As a new and growing region, we need goals and nets, coaching equipment and supplies, and referee supplies.

A. Purpose

AYSO is a non-profit 501-c3 organization (Federal Tax ID **95-6205398**). Each Region within AYSO is organized and operated completely by volunteers; coaches, referees, administrators, equipment managers, team parents, and team managers are all unpaid volunteers.

All volunteer efforts help to maintain the player registration fees at a reasonable cost.

Financial Scholarships

Each season, the Region provides financial scholarships for players and their families who are not able pay all or some of the registration fee. One of the six core philosophies of the AYSO organization is "Open Registration". By providing financial scholarships, we help to ensure that registration is open for all.

Capital Improvements and Expenses

Region 1656 is continuously in need of new soccer goals and field equipment. Additionally, the Region makes use of City and School fields and hopes to provide aid in keeping the fields in good repair.

B. Demographics

Region 1656 is located in the City of Carlsbad, California and primarily serves the cities of Carlsbad and Oceanside. Carlsbad has more than 110,000 residents, with 25,000

boys and girls under the age of 18. Oceanside has more than 167,000 residents with nearly 40,000 boys and girls under the age of 18.

For 8-10 Saturdays in the fall, our players will be playing soccer on field locations in Carlsbad. Games will start around 8:00 a.m. and continue through the afternoon. Families of these players visit our website throughout the season for registration as well as team interaction, schedules, field conditions, camps/clinics and league apparel.

C. Recreational League

Region 1656 offers a recreational soccer league. This program focuses on AYSO's six core philosophies of Everyone Plays, Balanced Teams, Open Registration, Positive Coaching, Good Sportsmanship, and Player Development.

2.0 Sponsorship Levels

With a variety of programs ranging from \$125 to \$3,000, we are sure to have a level that will fit your budget. Each level comes with a variety of benefits and exposures for your company.

A. Title Sponsorship > \$3,000.00 (or equivalent value)

This sponsorship is limited to one individual or entity to commemorate Carlsbad AYSO's inaugural season. For a \$3,000.00 tax deductible donation, you will receive the following:

1. Letter indicating your tax-deductible donation to AYSO Region 1656.
2. Your logo and/or name on the sleeve of every player jersey (must be approved by AYSO National).
3. Your logo, name, and a link to your website prominently featured on the frontpage of www.carlsbadayso.org, and at the top of the site's sponsorship page as the Title Sponsor.
4. A small write-up along with your logo, name, and a link to your website on the sponsorship page of our website (April 2018-March 2019).
5. An "Appreciation Plaque" from the League.
6. Exclusive option to renew for one or two additional years (i.e. 2019 and 2020).

B. Premier League Sponsorship > \$1,000.00 (or equivalent value)

For a \$1,000.00 tax-deductible donation, you will receive the following:

1. Letter indicating your tax-deductible donation to AYSO Region 1656.
2. Your logo, name, and a link to your website featured prominently on the division page of your choice (based upon availability) at www.carlsbadayso.org, and on the site's sponsorship page as Premier League Sponsor.
3. An "Appreciation Plaque" from the League.

C. 1st Division Sponsorship > \$500.00 (or equivalent value)

For a \$500.00 tax-deductible donation, you will receive the following:

1. Letter indicating your tax-deductible donation to AYSO Region 1656.
2. Your logo, name, and a link to your website on www.carlsbadayso.org site's sponsorship page under 1st Division Heading.
3. An "Appreciation Plaque" from the League.

D. 2nd Division Sponsorship > \$250.00 (or equivalent value)

For a \$250.00 tax-deductible donation, you will receive the following:

1. Letter indicating your tax-deductible donation to AYSO Region 1656.
2. Your logo, name, and a link to your website on www.carlsbadayso.org site's sponsorship page under 2nd Division Heading.
3. An "Appreciation Plaque" from the League.

E. Team Level Sponsorship > \$100.00

For a \$100.00 tax-deductible donation, you will receive the following:

1. Letter indicating your tax-deductible donation to AYSO Region 1656.
2. Your name on a Team Banner. You must coordinate this with a team that you have chosen. A team will be assigned to you if you don't have a preference. Team Banners are typically on display at every game in which the team plays.

F. Supporters Sponsorship > \$25.00 to \$249.00

Region 1656 welcomes all donations to provide a youth soccer league to the Carlsbad community.

For a minimum \$25.00 tax-deductible donation, you will receive the following:

1. Letter indicating your tax-deductible donation to AYSO Region 1656.
2. Your name/company name listed on www.carlsbadayso.org site's sponsorship page.

3.0 Frequently Asked Questions

You've got questions and we've got answers. Here are some answers to the more frequently asked questions that we receive. If you have a question that you don't see answered here, please send an email to info@carlsbadayso.org.

A. What is the sponsorship money used for?

The money is used for financial scholarships for players who are not financially able to pay the registration fee. AYSO strives to allow all who are interested in playing soccer to register. Additionally, as a new Region we are looking to purchase marketing materials, goals and other equipment for the season.

B. How many registered players are in your region?

We aim to have 500 players registered for our Fall 2018 season. The surrounding regions have experienced growth rates between 10 – 15% every year since their founding.

C. Will the sponsor's name be on the uniforms?

Carlsbad AYSO offers one sponsorship per season where the sponsor's logo will be on the sleeve of every player. Guidelines for what can and cannot be put on uniforms are dictated by the AYSO National Office.

D. How many people will see my business' name?

We expect to have over 500 players registered for the Fall 2018 season. There is typically one or more parent/guardian associated with each player. The email open rate for surrounding regions varies from 40% - 45% and is much greater than the industry standard of 19% for Sports and Recreation organizations.

Announcements are sent out monthly drawing people to the website. Monthly website traffic statistics are currently unavailable but the website does offer another significant source of exposure of your business to our clientele.

E. Does the team I sponsor get to use the money directly?

No, the sponsorship donation is for the Region. The Region provides coaching supplies to the coaches. Anything, beyond the supplies provided, is up to the team and coach to provide. The sponsorship money is not used for purchasing individual team banners. Again, that is an expense to be decided on by the parents on the team.

F. Who should I make the check out to?

All sponsorship money goes directly to the Region. The check is made payable to **AYSO Region 1656**.

G. Is the sponsorship donation tax deductible?

AYSO is registered with both the State of California and the IRS as a tax exempt organization. Please check with your accountant for any tax implications of your donation

Thank you for considering to support our league!